

**Subject:** RE: celebrating national APA award for People St

**From:**

**Date:** 05/12/2016 02:15 PM

**To:** "Valerie Watson" <valerie.watson@lacity.org>

They do inflatable screens too.

Aaron Aulenta  
Urban Place Consulting Group  
[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)

----- Original Message -----

Subject: RE: celebrating national APA award for People St

From: Valerie Watson <[valerie.watson@lacity.org](mailto:valerie.watson@lacity.org)>

Date: Thu, May 12, 2016 12:48 pm

To: Aaron Aulenta <[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)>

It will be like a block party with block b/t 11th and 12th closed to traffic similar to farmers market. I can explore beefier barriers if that's an issue.

--

Valerie Watson  
Active Transportation Division  
LADOT  
office: 213-928-9706  
cell: 213-618-5482  
Sent from my mobile phone.

On May 12, 2016 12:42 PM, <[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)> wrote:

Yeah, I want to keep the space as flexible as possible and don't want to bolt.

I came up with some stickers that let folks know not to remove items from plaza in a welcoming way.

Laemelle hasn't provided any programming to the plaza, and exercise studio has but in an informal way.

Outdoor movie folks would be best bet, I'll ask them about any sort of inkind movie donation.

Are there any walls around the celebration site for projection?

Aaron Aulenta  
Urban Place Consulting Group  
[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)

----- Original Message -----

Subject: Re: celebrating national APA award for People St

From: Valerie Watson <[valerie.watson@lacity.org](mailto:valerie.watson@lacity.org)>

Date: Thu, May 12, 2016 12:32 pm

To: Aaron Aulenta <[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)>

No other sites have had issues with that - programming really helps with "eyes on the plaza."

Bradley has furnishings that are bolted to roadbed, but they have a much wider ROW than your alley and were able to maintain a 20' clear zone for emergency vehicle access. I think it would be a hard sell to bolt furnishings in your alley plaza and would require bigger conversations with city staff since your alley is only 20' wide to begin with.

Let me know if you come across any other ideas for NoHo partners who might want to bring their programming to the APA celebration event... maybe the exercise studio? Laemmle?

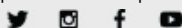
VW

**Valerie Watson**

Transportation Planning Associate II  
Active Transportation Division

Los Angeles Department of Transportation

[213.928.9706](tel:213.928.9706)



**LADOT**

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On Thu, May 12, 2016 at 11:30 AM, <[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)> wrote:

Thanks for understanding.

Actually met with the film fest folks about future programming yesterday, but I think their would be a cost item to bring them to DTLA for the event.

Random People St question, have any of the other sites had any issues with people walking off with site furniture?

Aaron Aulenta  
Urban Place Consulting Group  
[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)





----- Original Message -----

Subject: Re: celebrating national APA award for People St  
From: Valerie Watson <[valerie.watson@lacity.org](mailto:valerie.watson@lacity.org)>  
Date: Thu, May 12, 2016 11:24 am  
To: Aaron Aulenta <[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)>

Laemmle?

**Valerie Watson**

Transportation Planning Associate II  
Active Transportation Division

Los Angeles Department of Transportation  
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On Thu, May 12, 2016 at 11:24 AM, Valerie Watson <[valerie.watson@lacity.org](mailto:valerie.watson@lacity.org)> wrote:

Thanks so much for bringing this to the board. BIDs face so many challenges - totally understand. Let me know if you have any ideas on how your plaza programming partners might like to participate in a more in-kind donation way - what do you think about the film festival folks? Bike repair folks?

VW

**Valerie Watson**

Transportation Planning Associate II  
Active Transportation Division

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[213.928.9706](tel:213.928.9706)    

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On Wed, May 11, 2016 at 3:04 PM, <[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)> wrote:

Hi Valerie,

We discussed the APA donation item today at our board meeting, but our board decided against it. We have budgetary issues for the next several years tied to the minimum wage increases and the board is feeling very conservative with our funds.

Sorry about that.

Aaron

Aaron Aulenta  
Urban Place Consulting Group  
[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)





----- Original Message -----

Subject: Re: celebrating national APA award for People St  
From: Valerie Watson <[valerie.watson@lacity.org](mailto:valerie.watson@lacity.org)>  
Date: Tue, May 03, 2016 6:52 pm  
To: Aaron Aulenta <[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)>

Thanks so much, Aaron. Also, I have a feeling we can arrange for donor recognition of some sort at the event, if that helps. I guess I should have asked them more questions before reaching out. I usually don't go around asking people for money! ;)  
VW

**Valerie Watson**

Transportation Planning Associate II  
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On Tue, May 3, 2016 at 6:49 PM, <[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)> wrote:  
That was fast. I'll see if the board could donate \$200 to help with the event.

Aaron Aulenta  
Urban Place Consulting Group  
[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)





----- Original Message -----

Subject: Re: celebrating national APA award for People St  
From: Valerie Watson <[valerie.watson@lacity.org](mailto:valerie.watson@lacity.org)>  
Date: Tue, May 03, 2016 6:43 pm  
To: Aaron Aulenta <[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)>

Heard back from APA - they need to raise about \$750-1000 for the event if we aren't able to secure any donations of food/bev from DTLA Hope st or other People St project businesses. So any \$ donation would be helpful at this point. I think \$200 would be super generous.  
VW

**Valerie Watson**

Transportation Planning Associate II  
Active Transportation Division

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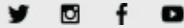
On Tue, May 3, 2016 at 6:40 PM, Valerie Watson <[valerie.watson@lacity.org](mailto:valerie.watson@lacity.org)> wrote:  
Totally understand. It's looking like it will be a block party on Hope St downtown by the new parklet there. Let me touch base w/ APA on a suggested amount. Other thought that occurred to me - celebration is a chance for NoHo to bring the culture that happens in the Plaza (and around it) to share with attendees from around the city at the celebration - what about a post-party movie night in the street with the NoHo Intl Film Fest? Didn't they have movie nights in the Plaza for a while? Also, what about the bike repair workshop guys? Maybe they could be on hand to educate folks on bike repair basics?  
VW

**Valerie Watson**

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On Tue, May 3, 2016 at 6:27 PM, <[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)> wrote:  
Hi Valerie,

It's a tough task to get businesses to do much these days.  
I could ask some of our board members though.

What \$ amount are you thinking about?  
Also, where is the event going to be held.

Thanks,  
Aaron

Aaron Aulenta  
Urban Place Consulting Group  
[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)

----- Original Message -----

Subject: celebrating national APA award for People St  
From: Valerie Watson <[valerie.watson@lacity.org](mailto:valerie.watson@lacity.org)>  
Date: Tue, May 03, 2016 6:16 pm  
To: Aaron Aulenta <[aaron@urbanplaceconsulting.com](mailto:aaron@urbanplaceconsulting.com)>

Hi Aaron,  
The APA Los Angeles chapter has graciously offered to host and advertise a big celebration for People St and all of its fantastic partners in August this year. That means you will be a guest of honor! Along with this distinction comes a request from me, though!!

Because APA LA is only able to cover the event coordination and logistics, we were wondering if any of the surrounding businesses in NoHo would be willing to donate food/beverage/snacks, or provide some other in-kind donation, or sponsor the celebration monetarily. What are your thoughts? Would you be willing to reach out to folks and see if there is interest?

Would be great to have tentative commitments by 5/20, when I will meet again with APA LA to firm up plans for the August event.

Thanks so much for any ideas or leads you can provide!  
Hope all is great,  
Valerie

**Valerie Watson**

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